

## Campaign Overview

The Centers for Disease Control and Prevention's (CDC) *Inside Knowledge: Get the Facts About Gynecologic Cancer* (IK) campaign informs women and health care providers about the five main types of gynecologic cancer — cervical, ovarian, uterine, vaginal, and vulvar. *Inside Knowledge* supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johanna's Law. The law is named for Johanna Silver Gordon, who died of ovarian cancer in 2000.

## 2011 Campaign Highlights

### Process Evaluation

#### PSAs — Audience Impressions\* and Donated Ad Value

\*impressions equal the number of times PSAs have been seen or heard

#### Television PSAs (Includes 3 English spots and 2 Spanish spots in :30 and :60 lengths):

- 1.1 billion audience impressions
- \$56.5 million in donated ad value

#### Radio PSAs (Includes 2 English spots and 2 Spanish spots in :30 and :60 lengths):

- 23.4 million audience impressions
- \$3.9 million in donated ad value

#### Out-of-Home PSAs (Includes transit, bus shelter, mall and airport ads):

- 243 million impressions
- \$2.6 million in donated ad value

**In 2011, IK PSAs have been consistently ranked in the top 2% of all PSA campaigns tracked by Nielsen Media Research.**

#### 2011 Total

- 1.4 billion impressions
- \$63 million in donated ad value

### Research

#### Formative Research and Publications

#### From March – August 2011, CDC/IK conducted 30 focus groups with health care providers:

- 212 Gynecologists, Primary Care Providers and Nurse Practitioners
  - 24 in-person groups in 4 markets: Las Vegas, Philadelphia, Atlanta, and Chicago
  - 6 telephone groups with providers from rural, suburban, and urban communities across the U.S.
- Six journal articles were published**

### Visibility



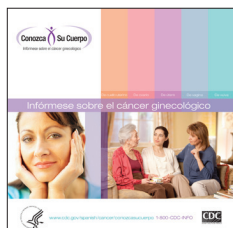
#### Exhibited at major medical/scientific meetings

#### Three posters accepted for presentation at national conferences

#### Won two National Health Information Awards:

- 1) GOLD for Total Information Series (all campaign materials)
- 2) MERIT for Jenny Allen TV PSA, "Be Brave"

### New Resources



#### Broadcast and print PSAs and posters

#### Out-of-home PSA placements in shopping malls, transit systems, and airports

#### Comprehensive gynecologic cancer brochure in Spanish

#### New Web content featuring IK resources and including survivor stories

## Research Overview

**Health Care Provider Formative Research:** In 2008 and 2009, CDC conducted formative research with women to gain information about their knowledge, attitudes, and behaviors related to gynecologic cancer. In 2011, CDC conducted new formative research, this time with health care providers, to learn about their knowledge and approach to gynecologic cancer screening guidelines, symptom recognition, triage practices, communication with patients, and related topics.

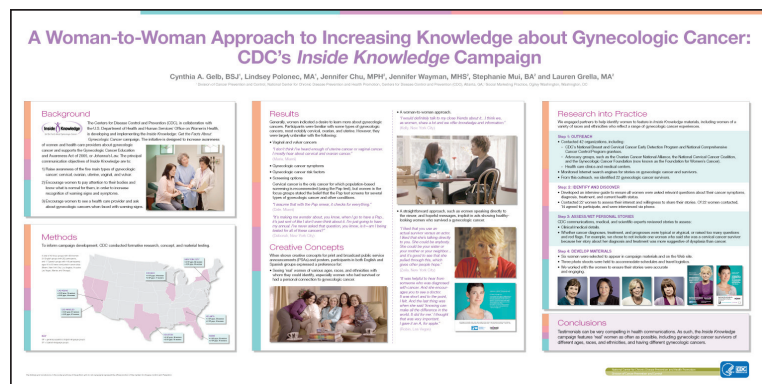
- Providers reported varying knowledge and practices related to screening for gynecologic cancer.
- Providers said that patients often misunderstand the purpose of the Pap test.
- Almost all health care providers in the focus groups said they performed pelvic exams regularly as part of a gynecologic examination, whether or not a Pap test was performed.
- Providers appreciated patient education materials on gynecologic cancers, and most focus group participants responded positively to the IK materials.

**Research Publications:** CDC's IK researchers published several papers:

- Stormo AR, Hawkins NA, Cooper CP, Saraiya M. Research Letter: "The pelvic examination as a screening tool: practices of US physicians." *Archives of Internal Medicine*, 2011 Dec 12.
- Rim SH, Polonec L, Stewart SL, Gelb CA. "A national initiative for women and health care providers: CDC's *Inside Knowledge: Get the Facts About Gynecologic Cancer Campaign*." *Journal of Women's Health*, 2011 Nov 20.
- Trivers KF, Rodriguez JL, Hawkins NA, Cooper CP, Polonec L, Gelb CA. "Intention to seek care for symptoms associated with gynecologic cancers, HealthStyles Survey, 2008." *Preventing Chronic Disease*, 2011 Oct 17.
- Stewart SL, Rim SH, Gelb CA. "Physician knowledge and awareness of CA-125 as a screen for ovarian cancer in the asymptomatic, average-risk population." *Health Education and Behavior*, 2011 Jun 16.
- Hawkins NA, Cooper CP, Saraiya M, Gelb CA, Polonec L. "Why the Pap test? Awareness and use of the Pap test among women in the United States." *Journal of Women's Health*, 2011 Apr 20.
- Cooper CP, Polonec L, Gelb CA. "Women's knowledge and awareness of gynecologic cancer: a multisite qualitative study in the United States." *Journal of Women's Health*, 2011 Apr 20.

**Poster Presentations:** The IK campaign presented three posters, based on research conducted to inform campaign development and implementation:

- "A Woman-to-Woman Approach to Increasing Knowledge about Gynecologic Cancer: CDC's *Inside Knowledge Campaign*" — CDC's National Conference on Health Communication, Marketing, and Media, August 2011
- "Pelvic examinations as a population-based screening tool for gynecologic cancers: Physicians' beliefs and clinical practices" — Women's Health 2011: The 19th Annual Congress, April 2011
- "Public and Provider Awareness of a CA-125 Test As a Screen for Ovarian Cancer" — Society of Gynecologic Oncologists Annual Meeting on Women's Cancer®, March 2011



## PSA Distribution & Usage

In May, *Inside Knowledge* released new print and TV PSAs and out-of-home displays featuring ovarian and uterine cancer survivor Jenny Allen, who urges women to “Be Brave, Ask Questions.” Allen is a writer and performer known for her one-woman show, “I Got Sick Then I Got Better.” In addition, CDC re-issued the campaign’s original TV and radio PSAs (first released in September 2010), including two English spots, “I Had” and “My Story” and two Spanish spots, “Yo Tuve” and “Mi Historia.”



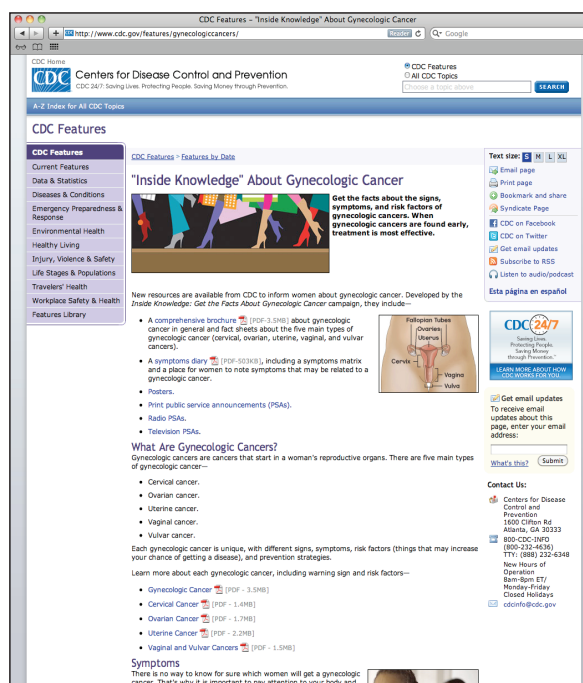
IK’s out-of-home displays have been shown across the U.S., at transit shelters, malls, on buses and trains, and in airports. Cities where they have been prominently featured include Atlanta, Boston, Chicago, Dallas, Los Angeles, Miami, New York, St. Louis, and Washington, DC.

Public service directors have responded enthusiastically to the IK PSAs. The subject matter is unique — to our knowledge, the IK PSAs are the first to focus exclusively on gynecologic cancer. Among all TV PSAs tracked by Nielsen Media Research, IK PSAs consistently ranked in the top 2% throughout 2011. Nielsen regularly tracks 1,400 to 1,700 PSA campaigns each month. **In the last quarter of 2011, IK PSAs were in the top 1% out of all campaigns tracked.** Approximately 74% of IK TV PSA airings have been outside of overnight hours (1AM to 5AM).

## Online & Social Media

In 2011, the IK Web site was redesigned and new content was added. *Inside Knowledge* resources are free and accessible on the campaign Web site, where they may be downloaded and ordered. In 2011, the IK Web site received 7,982 page views. PSAs posted on CDC’s Streaming Health YouTube channel and the CDC-TV channel helped drive Web users to the campaign’s online home. “Yo Tuve,” one of the Spanish IK PSAs, had the most YouTube views (14,045) out of all cancer-related videos on CDC’s channel. Each of the IK TV PSAs shown on CDC-TV have had more than 1,000 views.

September is National Gynecologic Cancer Awareness Month and *Inside Knowledge* was featured as a CDC Web Spotlight during the week of September 19th. The spotlight page received 6,322 (English) and 3,700 (Spanish) page views. For the week of September 23rd, *Inside Knowledge* and gynecologic cancer were featured topics on CDC’s Gateway for State, Tribal, Local, and Territorial Public Health Professionals “Did You Know” Web feature. In addition, CDC promoted the campaign throughout the year on its Twitter and Facebook pages.



## Materials Distributed and Requests

*Inside Knowledge* uses conference exhibit opportunities to promote its resources to health care providers and partners. In 2011, the campaign exhibited at annual meetings of the:

- American Academy of Family Practitioners (AAFP)
- Society for Gynecologic Oncologists (SGO)
- Ovarian Cancer National Alliance (OCNA)
- Foundation for Women's Cancer/ National Race to End Women's Cancer

Conference attendees often help broaden the campaign's visibility by taking *Inside Knowledge*'s messages and resources to women nationwide. Examples of this outreach include:

- **A Texas representative of the National Ovarian Cancer Coalition** shared *Inside Knowledge* materials at health fairs across North Texas. She also supplied them to OCNA's Survivors Teaching Students program, through which survivors educate medical, nursing, and physician assistant students about ovarian cancer symptoms and risk factors.
- **Hope for Heather** used *Inside Knowledge* TV PSAs and distributed printed materials at two upstate New York malls, where the organization had informational kiosks.
- The **Colorado Ovarian Cancer Alliance** and the **Seattle Chapter of the Ovarian and Breast Cancer Alliance** promoted *Inside Knowledge* TV PSAs in their states by reaching out to local media public service directors.
- **The Ovarian Cancer Alliance of Florida** distributed IK materials at the Florida Southern Women's Show.

The campaign responded to requests for information and materials throughout 2011 from many individuals and organizations, including:

- New Mexico Breast & Cervical Cancer Early Detection Program, Albuquerque, NM
- Norton Cancer Institute, Louisville, KY
- Holden Comprehensive Cancer Center, Iowa City, IA
- Penn State College of Medicine, Hershey, PA
- Assembly of God Tabernacle Church, Decatur, GA
- Chenango Health Network, Norwich, NY
- Smart LifeStyle TV, Redlands, CA
- Sheryl Silver (originator of Johanna's Law)
- KHQ TV, Spokane, WA
- KRXI / KAME, Reno, NV
- Clement J. Zablocki Veterans Affairs Medical Center, Milwaukee, WI

## Media Coverage Highlights

CDC's gynecologic cancer and IK subject matter experts addressed inquiries from media throughout the year, resulting in stories about symptoms and risks factors, disease burden, and the efforts of the IK campaign. In 2011, stories appeared in the following outlets, among others:

- Clark Atlanta University's *Life Notes* (TV Program) — February
- *Better Homes and Gardens* — September
- *Prevention* — September
- *Women's Health* magazine — November
- *Entercom Milwaukee* (Radio Program) — November



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